



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 580353 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/02/12 - 10/07/12		<u>Estimate #</u> 12033
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	13	10/02/12	10/07/12	M-F 6a-7a	6a-7a		:30			NM	6	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				6	\$0.00			
N 2	13	10/02/12	10/07/12	M-F 7a-8a	7a-8a		:30			NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				9	\$0.00			
N 3	13	10/02/12	10/07/12	M-F 8a-9a	8a-9a		:30			NM	10	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				10	\$0.00			
N 4	13	10/02/12	10/07/12	M-F 530a-6a	530a-6a		:30			NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				5	\$0.00			
N 5	13	10/02/12	10/07/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$0.00			
N 6	13	10/02/12	10/07/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$0.00			
N 7	13	10/02/12	10/07/12	M-F 9p-1005p	9p-1005p		:30			NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				5	\$0.00			
N 8	13	10/02/12	10/07/12	Sa 7a-9a	7a-9a		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$0.00			
<b>Totals</b>											<b>38</b>	<b>\$0.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/07/12	38	\$0.00	\$0.00
<b>Totals</b>	<b>38</b>	<b>\$0.00</b>	<b>\$0.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



# Station Order Revised Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

12033

**Contact:** Kent Carbon

**Phone:** 801-532-1300

**Email:** kent.carbon@fox13now.com

**Fax:** 801-536-1334

**Direct:**

## KSTU-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KSTU 5:30a News	EM	M-F	\$250.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30	\$1,250.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 6a News	EM	M-F	\$375.00	1	1	2	1	1			6
6:00 AM 7:00 AM		30	\$2,250.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
KSTU 7a News	EM	M-F	\$375.00	2	2	1	2	2			9
7:00 AM 8:00 AM		30	\$3,375.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
KSTU 8a News	EM	M-F	\$375.00	2	2	2	2	2			10
8:00 AM 9:00 AM		30	\$3,750.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
Saturday 7a News	EM	Sa	\$425.00						1		1
7:00 AM 9:00 AM		30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 9p News	LN	M-F	\$2,100.00	1	1	1	1	1			5
9:00 PM 10:00 PM		30	\$10,500.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 9p News	LN	Sa	\$1,000.00						1		1
9:00 PM 10:00 PM		30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Sunday 9p News	LN	Su	\$2,100.00							1	1
9:00 PM 10:00 PM		30	\$2,100.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
<b>Station Gross Totals</b>			<b>\$24,650.00</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>38</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/18/2012 3:22:55 PM

KSTU-TV

Page 1 of 1

suzannel@mediastrategies.com



# Station Order Revised Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

12033

**Contact:** Kent Carbon

**Phone:** 801-532-1300

**Email:** kent.carbon@fox13now.com

**Fax:** 801-536-1334

**Direct:**

## KSTU-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KSTU 5:30a News	EM	M-F	30	\$250.00	1	1	1	1	1			5
5:30 AM 6:00 AM			30	\$1,250.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 6a News	EM	M-F	30	\$375.00	1			1				2
6:00 AM 7:00 AM			30	\$750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 7a News	EM	M-F	30	\$375.00	2	2	2	2	2			10
7:00 AM 8:00 AM			30	\$3,750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 8a News	EM	M-F	30	\$375.00	2	2	2	2	2			10
8:00 AM 9:00 AM			30	\$3,750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
Saturday 7a News	EM	Sa	30	\$425.00						1		1
7:00 AM 9:00 AM			30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 9p News	LN	M-F	30	\$2,100.00	1	1	1		1			4
9:00 PM 10:00 PM			30	\$8,400.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Saturday 9p News	LN	Sa	30	\$1,000.00						1		1
9:00 PM 10:00 PM			30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Sunday 9p News	LN	Su	30	\$2,100.00							1	1
9:00 PM 10:00 PM			30	\$2,100.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
<b>Station Gross Totals</b>				<b>\$21,425.00</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>34</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/18/2012 10:44:46 AM

KSTU-TV

Page 1 of 1